



The Main Event to Benefit Rawhide

The Main Event is in Green Bay, Thursday, October 24th and Rawhide wants you to feel like you are part of the big show. A night filled with sounds and flare, you'll be dazzled by performers and timeless treats. Take in themed activities such as raffles, silent auction, and other circus-themed favorites.



Take your seats for an exquisite meal experience as the Rawhide ringmaster welcomes you and introduces the keynote speakers. While dining under the big tent in the Lambeau Field Atrium, a special presentation will take place. Go to www.themaineventrawhide.com to reserve your seat today!

Under the glow of dim lights, excitement will surround and amaze you! Local talent will start the night off with a powerful performance and lead guests into brilliant circus acts. The night comes to a close as silent auction winners are announced and Rawhide shares some exciting opportunities! The program for Thursday, October 24th at the Lambeau Field Atrium.

- 6 pm Social hour for all guests
- 7 pm Dinner and guest speakers
- 8 pm Circus performances take place in the circus ring

RAWHIDE MISSION:

Being dependent on God, Rawhide inspires and equips at-risk youth and their families to lead healthy and responsible lives through family-centered care, treatment, and education.

Located in the heart of Wisconsin along the scenic Wolf River, Rawhide is a faith-based, 501(c)(3) recognized charity offering programs for at-risk youth in Wisconsin. They offer residential care and outpatient mental health services dedicated to helping at-risk youth and their families lead healthy, responsible lives. Since 1965, Rawhide has redirected the lives of thousands of youth that have either lived on our residential campus or received services through our numerous outpatient counseling clinics.

Rawhide offers a full continuum of programs and services that provide prevention-based programs for youth and families, and includes more intensive residential services for at-risk young men. Rawhide staff is caring, professional people who are committed to achieving positive outcomes for every youth or adult we serve.

“No one ever made a difference by being like everyone else.” — P.T. BARNUM

DigiCOPY is a proud sponsor of Rawhide, providing in-kind printing to support their programs, and getting involved with events like their inaugural Main Event. To learn more about Rawhide and other ways to support their programs, go to rawhide.org

“Like Us” on Facebook



Please take a moment to “like” DigiCOPY on Facebook to receive information on special offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.

E-Store is “E-Z”

The DigiCOPY E-store is a one-stop shop for business cards, letterhead, invites, posters, banners, signs, canvas prints...almost anything you can imagine printing on.

You can select one of any number of designs, or upload your own artwork. Pricing calculators with all items... “check out” and you are on your way.

The lightning quick turnaround time DigiCOPY is known for, all from the comfort of your home or office computer. Go to estore.dcopy.net



KEEP CALM AND PRINT ON



Diversity of Generations & Communications

-Todd Kuckkahn



Todd Kuckkahn is Executive Director of the Portage County Business Council and an Independent Certified DISC Trainer & Consultant at John Maxwell Team

Multi-generational is the buzzword now in the business community. You have probably heard the other M-word all too often (millennial). And next in line is Gen Z. I've done presentations on generations and personalities and it is fascinating how the two are intertwined.

There are now five generations in the workplace. Of course, even with all of those generations, you most likely have difficulty filling all of the positions in your businesses. Or, it may be limiting your ability to grow as a business. No community is immune to this.

With those challenges firmly set in place, the corporate culture in the work place has become even more critical. Another way to look at corporate culture is how your workforce functions outside of vision, mission, values, and objectives. Even simpler than that, why do people come to work for you every day?

How businesses communicate within that corporate culture is even more important. Employee engagement plays a major role in your ability to retain employees and keep any of those related costs as low as possible.



As we see (social media) and know, one communication style is not enough. The older generations tend to lean toward the letter and phone. The middle generations begin the transition to personal computers and laptops. The younger generations rely more on smart phones, smart watches, and even, smart glasses.

Re-Invest in Your Community



La Crosse co-workers and family members participated in the annual Steppin' Out in Pink walk on Saturday, September 7th, to support the Gundersen Health System Foundation and breast cancer survivors in the La Crosse area. More than 5,800 people participated in the event. DigiCOPy was an in-kind print sponsor. DigiCOPy supports more than 125 non-profit organizations statewide with in-kind print services.

None of these are exclusive to any generation but it does showcase tendencies.

Social media is important. Facebook is still very popular, however after many years of steady increases, its popularity has leveled off and many are predicting a decline. Instagram continues to increase. LinkedIn has been fairly stable. Snapchat and Twitter are on the decline. Again, this does depend on the generation.



So how do you communicate to engage your employees and retain them in this competitive workforce environment?

Just like communicating with customers, you need to be diverse in your styles. Social media is only **one** avenue.

I know of one particular business that created an employee social media page because they had physically grown beyond one building and moving to that strategy ended up gaining them at least one employee. The site was meant to share the enthusiasm across the different offices during a United Way campaign and a relative of an employee ended up seeing it, took a job and moved all the way from Montana to Wisconsin. Social media can be powerful.

With all of the control and algorithms within social media, there is no guarantee your message will show, unless of course you are willing to spend gobs of money. So email and phone are still relative. And so is print. Some are even saying that print is the new social media.



We use print media to recognize sponsors at events, have on hand in our reception area, share with those physically present at board meetings, for banners and flags to draw attention to a physical location and a variety of other uses. We interact with a multitude of generations.

With the diversity of generations comes a responsibility for a diversity of communication styles to reach a diversity of people and personalities.

Have you developed a communication plan to meet all of those needs inside and outside your organization?



Wide World of DigiCOPY

Another in a long line of cool projects at DigiCOPY.

The DigiCOPY La Crosse store provided oversize black and white prints to assist Karl Unnasch (from Chatfield, MN) with his “dump truck” art project for the city of Boston. (below)

truck” art project for the city of Boston. (below)



Unnasch’s contribution to “The Auto Show” is a three-dimensional stained-glass-accoutered artwork based on a red dump truck that acknowledges and celebrates the construction workers and laborers who help build our beautiful cities, bridges and park systems.

Backlit stained glass panels installed in the cab windows



and along the sides of the dump box (like the wasp left) contain imagery suggestive of the continuum of concepts influencing the human-built environment.

To learn more about Unnasch, “The Auto Show” and

other works, check out: <http://www.karlunnasch.com/>

Getting a Better Night’s Sleep

As we struggle to balance work, family and social obligations, one thing often neglected is sleep. The Centers for Disease Control and Prevention (CDC) recommends adults get seven to eight hours of sleep on average, but about 35% of Americans report they do not get enough sleep. Fatigued workers are less likely to be productive and focused on the job. This lack of focus can lead to more mistakes, procrastination and a negative work environment. **Do you struggle to get a good night’s sleep?**

Symptoms of fatigue

• Drowsiness • Mood changes • Loss of energy and appetite • Headaches • Lack of motivation, concentration and alertness. Men and women often differ in their symptoms—men may become angry, while women more often feel sadness.

Fatigue in the workplace

Going to work fatigued can occasionally impair your ability to perform your job at the highest possible level. The above symptoms are obviously not conducive to productivity, and can also create a safety hazard, depending on the job.

Health concerns

Studies show fatigue can lead to other medical conditions—depression, anxiety, high blood pressure and diabetes. Similarly, many health conditions can cause the poor sleep that produces fatigue. While many people merely find it difficult to fall asleep, others have more serious sleep disorders such as sleep apnea or insomnia.

Sleep hygiene

There are certain ways you can improve your sleep, referred to as “sleep hygiene.”

• Strive for seven to eight hours a night. This may involve changing the schedule you’re used to, but it’s vital to make sleep a priority. • Keep a regular schedule—try to go to bed and wake up the same time each day, including weekends. • Create a good sleep environment, including comfortable room temperature, minimal noise and sufficient darkness. • Keep track of habits helping you fall asleep, like relaxing music or reading before bed. Repeat those activities each night.

Healthy habits

There are some specific habits that will help you not only sleep better, but also lead a healthier lifestyle in general:

• Eat nutritiously-good eating habits can help you sleep better and feel energized all day. No big meals right before going to bed. • Exercise regularly—this also helps your sleep quality and daytime energy level. Avoid vigorous exercise close to bedtime. • Avoid caffeine and nicotine three to four hours before going to bed. • Limit alcohol before bed, as it can reduce sleep quality.



DigiCOPY Celebrates Individual and Store Achievements



More than 100 DigiCOPY co-workers, family members, friends and vendors attended the 19th annual company picnic at Devil's Lake State Park in August, 2019. The day was filled with great food, great conversation, fun, games, sun, and co-worker recognition for their achievements.



A caricature of DigiCOPY President/CEO/Founder Craig Shuler was featured on the picnic t-shirt.



The inaugural President's ACE (Active Customer Engagement) Award was presented at the picnic. Seven co-workers (one from each store) received a gift card and an invite to the picnic. Then, "Heisman Trophy" style, the winner of the award was announced by DigiCOPY President Craig Shuler. Sarah Boss (left, Eau Claire store) is the first recipient of the President's ACE Award.

Pat Thoney (right, Eau Claire store) received the Charlie Pufahl Community Service Award. Pufahl was a 15 year employee of DigiCOPY, who died of cancer at the age of 72 in 2017. Charlie served his community for more than 40 years and the community service award was named in his honor before his death.

Thoney has been involved in a number of community organizations and projects in the Eau Claire area for the past 25 years. Previous winners of the award include Charlie Pufahl in 2017 and Craig Shuler in 2018.



Representatives of the Stevens Point DigiCOPY store, including store manager Nicky Brillowski (third from left) received the Store of the Year award from president Craig Shuler (second from left). Stevens Point co-workers amassed maximum points in the Great Game of Business, topping six other stores, to win the award for the year.



The annual vendor of the year award was presented at the DigiCOPY company picnic. Congratulations to EO Johnson, the 2019 Vendor of the Year. Dave Johnson (above left) received the award from DigiCOPY President/CEO/Founder Craig Shuler (above right).



Thanks Roger and EO Johnson!



Relationships are the backbone behind any strong business!!

For more than 40 years, **Roger King** served the Wisconsin and Midwest business communities through his roles at EO Johnson. Earlier this summer, DigiCOPY President/CEO/Founder Craig Shuler was able to show the collective appreciation of DigiCOPY co-workers for the 19 year relationship the company has built with Roger and EO Johnson.

Shuler (left) and King (right), both lifelong Chicago Cubs fans, were able to share the Wrigley Field experience on a glorious, sun-drenched afternoon. Thanks Roger, for your service to EO Johnson and to DigiCOPY!

EO Johnson Business Technologies is a leading business technologies provider, offering managed IT services, managed print services, document management, scanning and business processes systems, and print & document and production printing equipment.

EO Johnson is certified as a Woman Owned Business through the State of Wisconsin and a 2016 BBB Torch Award for Ethics winner.

eojohnson.com



It's a Wrap...Custom Wrapping Paper That Is

In conjunction with our partners at Big Systems, DigiCOPY is pleased to offer a new product this holiday season...custom gift wrapping paper. Perfect for the holiday gift, birthday gift...or any gift-giving occasion. Contact your account rep for more info.

The 3.9 mil paper is:

- Aqueous & latex printable
- Forest Stewardship Council certified
- FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits*
- Recyclable

Create and print your own custom designs on ready-to-use wrap!

- Holidays
- Birthdays
- Anniversaries
- Recognition
- Custom imprint
- Corporate events
- Logo branded wrap
- Crafting

Go to dcopy.net to find a DigiCOPY store location near you.



Our Mission: **To Serve**

Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.

In This Issue:

Diversity in Generations & Communication

DigiCOPY Vendor of the Year

NEW Custom Wrapping Paper

The Main Event Benefits Rawhide

Wide World of DigiCOPY



*Blessings to you during the
upcoming holiday season!*

Your DigiCOPY Account Representative

<<SalesRep>>

<<SalesRepEmail>>

<<SalesRepPhone>>

Updates to our mailing list based on incorrect info above? Contact Brant Bergeron at bergeron@dcopy.net or 715-347-2736. If you no longer wish to receive this publication, contact Bergeron as well.

Here's what our customers are saying:

"Due to the nature of the event we had coming up, we needed a place that could turnaround an order very quickly at a last minute's notice. I'm happy to report that we were able to get our order within two days time and communication was maintained throughout, leading up to the pick-up date. We are very happy with the speed of service, quality of the product, and prices that DigiCOPY was able to offer us and we would definitely consider placing an order again in the future."

"I'm new to my organization and thus new to DigiCOPY. I've found DigiCOPY very easy to work with, professional, courteous, and efficient."

"You always make me look good in front of my manager! Thanks again!"



Eau Claire (715) 552-3444
eauclaire@dcopy.net

Wausau (715) 849-2679
wausau@dcopy.net

Milwaukee Van Buren (414) 283-2679
milwaukee@dcopy.net

Green Bay (920) 857-2208
greenbay@dcopy.net

Stevens Point (715) 295-9606
stevenspoint@dcopy.net

Erie/3rd Ward (414) 291-4050
milwaukee_erie@dcopy.net

La Crosse (608) 782-4355
lacrosse@dcopy.net

**8 locations to
serve you...**

US Bank (414) 765-2379
milwaukee_usbank@dcopy.net